



Placemaking Committee

1/15/2025

DRAFT MINUTES

PRESENT: Zubin, Louise, Patti, Lori, Evan, Katherine,

Lori moved to approve [Draft Minutes of 11/20/24 Placemaking Committee Meeting](#), Evan seconded, Motion passes unanimously

Katie Boden of the City of Evanston [presented to the committee on Evanston Thrives Placemaking efforts](#) in the MDM. She highlighted the Gateway Signage ([this document](#), page 8) and Viaduct/Bridge Lighting ([this document](#), page 88) programs, plus the \$5000 Grants for Main St merchants. The committee commented on the unsightly appearance of the Main St UP bridge and asked if we could get a cleanup at the same time the bridge lighting happens.

Katie also went over a series of grants available to small businesses through the Economic Development department at the City of Evanston. She encouraged Main Street businesses to take advantage of the special \$5000 post-construction grants. Storefront modernization grants can be done in addition to a Main St post-construction grant. Plus, Sustain Evanston grants open February 17th.

Katherine and Katie let the committee know they would be working together along with public works and Parvin Clauss to site visit and decide/approve final signage locations this spring. Katie signed off.

Katherine reminded the Committee that MDM has a Snow Removal Reimbursement program. MDM will share costs with businesses or property owners up to \$40 per snow event. Businesses must submit receipts for snow removal to be reimbursed.

Katherine updated the Committee on the 2025 New Light Pole Banners. 30 businesses signed up so far. This is quite a few less than usual, so she is going to take a little extra time to recruit in order to ensure the program pays for itself. She reminded the Committee of the [2025 Design](#). Banners will be \$199 for 2 years (up from \$99 per year COVID pricing).

Katherine reported out to the Placemaking Committee on new Chicago Ave Bike Lane campaigns. The owners of Minasian Rugs, Campagnola and local neighbor/real estate developer Kent Swanson originated an [open letter / petition to oppose bike lanes on Chicago Ave](#). The Evanston Transit Alliance also sent a petition to City in support of the bike lanes. There is a Public Meeting December 10th and a

private Meeting with business owners only January 7th. Next Steps – block by block meetings to help accommodate each block as much as possible.

Main Street Improvement Project – MDM “We’re Glad You’re Here” signs were destroyed in construction. The city is replacing them at their cost. Katherine showed some updates on possible placement, but mostly unappealing to the committee. Can we do it in a planter? On the corner by the train mural?

Katherine downloaded the Committee on Holiday Placemaking programs.

Holiday Lights coming down later this month, but the Building edge lights will remain up on the 700 Block of Main through next year since they have no trees to decorate - + Festoon Lights program coming up asap.

There were four winners of the [Holiday Tree Decorating Contest](#)



Over 250 people came out for the [Hometown Holiday Celebration & Stroll](#) based on the number of mugs we gave away.

1. Main Street Festoon Lighting – no change from previous meeting

- Illuminight must submit a proposal and estimate to the city for approval, including the hiring of a structural engineer to sink new poles, which will not happen until after the holidays
- The TIF will pay.
- Can the city help us out with the engineering on this? They'll need to be

Adjourn